

on your counter gives you...

BIG TURNOVER & PROFITS

YET USES LESS THAN
2 SQUARE FEET OF SPACE

challenger

"Little Giant"

#555 Counter Size

AUTOMATIC SELLER TOOL MERCHANDISE



YOU GET ALL THESE TOOLS PLUS PERMANENT MERCHANDISING CABINET

Qty.	Cat. No.	Description	Qty.	Cat. No.	Description
1	501	14-Piece 1/4" Socket Set	1	5103	3-Piece Open End Wrench Set
1	502	11-Piece 1/2" Socket Set	1	5002	6-Piece Combination Wrench Set
1	503	12-Piece 3/4" Socket Set	1	5004-W	6-Piece Combination Wrench Set
1	504	12-Piece 1" Socket Set	1	5005-W	1" Six Point Flare
1	505-W	12-Piece 1 1/2" Socket Set	1	5006-W	1 1/2" Six Point Flare
1	507-W	24-Piece 1 1/2" Hex. Socket Set	1	5007-W	1 1/2" Hex. Combination Flare
1	5100	3-Piece Open End Wrench Set	1	5008	1 1/2" Six Point Combination Flare

- ★ DISPLAYS 10 COMPLETE SETS AND 12 INDIVIDUAL ITEMS (total 123 pieces) of everyday-demand, precision quality CHALLENGER Tools.
- ★ LOW, INTENSELY COMPETITIVE PRICES assure rapid turnover, big volume sales.
- ★ CONTINUOUS YEAR-ROUND PROFIT-MAKER...stock available for "fill-ins" on every item.
- ★ UNCONDITIONAL FACTORY GUARANTEE...every tool guaranteed against any defect in manufacture or material.

You've never seen anything like the LITTLE GIANT for a compact Big-Profit-Producing Counter Unit! Features fast-moving CHALLENGER Tools that sell in volume every day... pliers, wrench sets and socket sets in colorful high-gloss "Automotive Finish" Tool Boxes (see listing, left). Extra-Durable Permanent Self-Seller Cabinet measures only 12" deep x 30" high x 22" wide...is finished in brilliant eye-catching red and yellow. Let the LITTLE GIANT build EXTRA TOOL SALES automatically for you...set it on your counter and your cash register will ring up PLUS BUSINESS every day of the year!

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See the other side for Sensational "PROFIT MAKER" Floor Unit

PENINS CORPORATION . . . Dept. 12 . . . SCHILLER PARK, ILLINOIS

EVERY DAY OF THE YEAR . .

a TERRIFIC AUTOMATIC SELLER For You!

**SUPER-COMPACT
FLOOR STAND**

challenger

**"Profit Master"
#515
TOOL MERCHANDISER**

- ★ **SPACE-MISER** Lifetime METAL MERCHANDISING STAND measures only 2 feet each side. 52" high.
- ★ **MECHANIC'S-QUALITY** EVERYDAY-DEMAND TOOLS AT ROCK-BOTTOM PRICES for speediest turnover and profits.
- ★ **PERMANENT YEAR-ROUND** SELLING UNIT with "fill-ins" available on all tools and sets.
- ★ **UNCONDITIONAL FACTORY** GUARANTEE on each tool against any defects either in manufacture or material.

PROFIT-MASTER in every sense of the word... stimulates terrific daily turnover because it has instant appeal for everyone who comes into your store! Shows big selection of **BASIC TOOLS** everybody needs for home, shop, farm, etc....fine precision tools at amazing low prices that immediately clinch the sale. A miracle of compactness, too...dealers everywhere say that for floor space used (only 4 sq. ft.) PROFIT-MASTER is the biggest paying unit ever. Order Your PROFIT-MASTER TODAY!

YOU GET DISPLAY WITH 129 COMPLETE UNITS (324 INDIVIDUAL PIECES)

Qty.	Cat. No.	Description	Qty.	Cat. No.	Description	Qty.	Cat. No.	Description
1	281	17-Piece, 3/8" Drive Socket Set	2	R-1214	Socket, 12-Point, 3/4" Opening	2	6886	6-Piece Combination Wrench Set
1	388	14-Piece, 1/2" Drive Socket Set	2	R-1216	Socket, 12-Point, 1/2" Opening	2	7814	Combination Wrench 7/8"
1	391	17-Piece, 1/2" Drive Socket Set	2	R-1218	Socket, 12-Point, 3/8" Opening	2	7816	Combination Wrench 1 1/8"
1	888	37-Piece, 3/4" & 1/2" Drive Socket Set	2	R-1220	Socket, 12-Point, 5/8" Opening	2	7818	Combination Wrench 1 1/4"
3/4" DRIVE			2	R-1222	Socket, 12-Point, 1 1/8" Opening	2	7820	Combination Wrench 1 3/8"
2	C-18	Reversible Ratchet 3/4" Drive	2	R-1224	Socket, 12-Point, 3/4" Opening	2	7822	Combination Wrench 1 1/2"
1	C-22	17" Extension 3/4" Drive	2	R-1226	Socket, 12-Point, 1 1/4" Opening	2	7824	Combination Wrench 1 5/8"
1	C-24	18" Flex Handle 3/4" Drive	2	R-1228	Socket, 12-Point, 1 1/2" Opening	2	81214	45° Box Wrench 36" x 1 1/4"
2	C-1212	Socket, 12-Point, 3/4" Opening	2	R-1230	Socket, 12-Point, 1 3/4" Opening	2	81618	45° Box Wrench 1 1/2" x 1 1/4"
2	C-1214	Socket, 12-Point, 3/4" Opening	2	R-1232	Socket, 12-Point, 1" Opening	2	82822	45° Box Wrench 36" x 1 1/2"
2	C-1216	Socket, 12-Point, 3/4" Opening	1	RD-1220	Deep Socket, 12-Point, 3/4" Opening	2	82425	45° Box Wrench 36" x 1 1/4"
2	C-1218	Socket, 12-Point, 3/4" Opening	1	RD-1222	Deep Socket, 12-Point, 1 1/4" Opening	2	82620	45° Box Wrench 1 3/4" x 1 1/2"
2	C-1220	Socket, 12-Point, 3/4" Opening	1	RD-1224	Deep Socket, 12-Point, 3/4" Opening	2	82832	45° Box Wrench 1 3/4" x 1 1/2"
2	C-1222	Socket, 12-Point, 3/4" Opening	1	RD-1226	Deep Socket, 12-Point, 1 1/4" Opening	12	8-0H	6" 80 Joint Combination Pliers
2	C-1224	Socket, 12-Point, 3/4" Opening	1	RD-1228	Deep Socket, 12-Point, 1 1/2" Opening	8	8-0H	8" 80 Joint Combination Pliers
1/2" DRIVE			1	RD-1230	Deep Socket, 12-Point, 1 3/4" Opening	8	21-0H	6" Side-Cutting Combination Pliers
2	C-18	Reversible Ratchet 1/2" Drive	1	RD-1232	Deep Socket, 12-Point, 1" Opening	8	69-0H	6" Straight 80 Jaw Combination Pliers
1	C-22	17" Extension 1/2" Drive	MISCELLANEOUS TOOLS			8	70-0H	7" Universal Pliers
1	C-24	18" Flex Handle 1/2" Drive	2	3186	6-Piece Open End Wrench Set	8	80-0H	8 1/4" Water Pump Pliers
			2	3187	2-Piece Open End Wrench Set	2	825-K	10-Piece 1 1/4" Hex Drive Socket Set
			2	3188	6-Piece Combination Wrench Set	2	826-K	12-Piece 1 1/4" Hex Drive Socket Set
						2	827-K	20-Piece 3/4" & 1/2" Hex Drive Socket Set



Penens Corporation . . . Dept. 12 . . . Schiller Park, Illinois

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or write today to Penens Corp.,
Dept. 12, Schiller Park, Ill. for

GET NEW BIG 1951

shows COMPLETE LINE Individual
Tools, Sets and Tool Mer-